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How our customers write us.



Chicago, March. 25 1918

W. E. Collins Co.,
Fennville, Mich.

Gentlemen:

It may be of interest to you to know that four or five years ago when you sent me the trees and shrubbery they opened up very satisfactory and added at least \$500 to my place upon selling this home last fall.

Furthermore if I can be of any service to you and can recommend you to anybody in this part of the state I will be glad to do so.

Yours very truly,

La Grange, Ill. May 2, 1918.

Dear Sir:

Yours of the first in regard to shipping nursery stock by parcel post is at hand. Package received here yesterday a. m. Stock is now set out in my garden. Thanks for your promptness.

All is satisfactory as was the nursery stock from your home grounds shipped to me here last year.

Yours truly,

Spring Lake, Mich., May 3, 1919.

W. E. Collins Co.,
Fennville, Mich.

Dear Sir:

Please find enclosed draft as per your bill. The trees are all planted and hope they will do well as all I have had from you in the past have done.

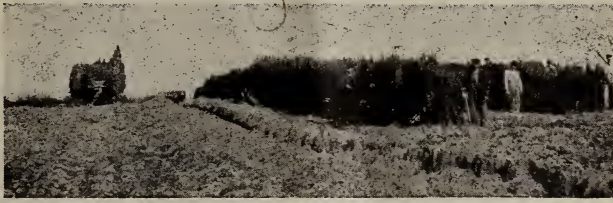
Yours truly,

Holland, Mich., May 21, 1919.

Dear Sir:

Here is the money for the trees. We are well pleased with them.

Yours truly,



NURSERY STOCK GOING TO MARKET.

A Word of Greeting to Our Customers



THE MISSION of this booklet is two-fold. First to remind our customers of other years that we are still busy, supplying the very best nursery stock and seeds. Secondly, to let those know who have never dealt with us just where they can buy the most reliable nursery stock and seeds. It is not very large or elaborate, but the descriptions in it are true and without exaggeration. We trust it will be the means of forming an even stronger link between us and our customers than has heretofore existed, and enable us to serve them to even greater advantage.

WE MERIT YOUR PATRONAGE

Because: We enjoy the confidence of a large and steadily increasing trade, which has been built up by us by years of faithful service and strict adherence to the golden rule, "Do unto others as you would have others do unto you."

As we are human, we are not infallible. With the best system and organization mistakes will happen. If purchasers will retain a copy of their orders, check up the stock immediately upon arrival, and write us at once if an error appears, they will find us ready at all times to correct it. We cannot be expected, however, to consider complaints sent more than five days after the receipt of the shipment, nor can we be held responsible for damage done by improper treatment of goods after delivery to the customer.

Success with nursery stock depends in large measure upon its treatment after arrival. The natural place for the roots is in the ground. As soon as stock is received it should be at once planted or "heeled in," so that mellow earth will come in contact with the roots. When planting take out but a few at a time—an hour's exposure of the roots to hot sun or wind is sure death to many trees. Particularly is this the case with

evergreens—when once the roots are dry, no amount of soaking will restore them to their normal condition.

Prune at the time of planting. For apple, pear, etc., cut out all weak, broken or bruised limbs, and any others that spoil the balance of the head. Shorten the remaining limbs to three or four buds. If there is a main leader near the center, cut it back half. For grape vines and small fruits, trim roots to a reasonable length and cut off most of the new top growth, leaving one bud. Cut back the main trunk at least one-third. Do not prune cherry trees until the second year. Cherries require less pruning than any other fruit. Head all trees low. They are easier to spray and their fruit is more easily harvested.

Finally, remember that anything that has to grow in the earth can not any more live without nourishment and care than can a human being.

While we take the greatest pains to have all our nursery stock true to label, and hold ourselves in readiness, upon proper proof to replace all stock that may prove untrue, or refund the amount paid, it is mutually agreed between the purchaser and ourselves that we shall not be liable for any sum greater than that originally received for said stock direct from the planter.

When We Ship. The planting season is not regulated by any particular month or day, but by the prevailing weather conditions and the ripeness of the stock. We ship when the weather conditions are favorable, the usual shipping season extending from October 1 to May 1, with a few weeks' intermission in midwinter.

Special Prices on Large Orders. Special quotations on large orders will be given on application. When writing, tell us what varieties are wanted, the approximate number of trees of each variety and the size.

Specify Your Express and Freight Stations in order that we may be able to use proper discretion in shipping.

The Great American Fruit.

The Apple

"The great American fruit." No farm home is complete without an apple orchard of some size, and as a commercial project nothing will give more pleasure and profit than apple orcharding. We give the best selection of varieties and you will find our descriptions as nearly correct as possible.

Duchess (Oldenburg). Most profitable of all mid-summer varieties. Very hardy and vigorous, medium size, good shipper, very productive. Fruit golden yellow striped red. July to August.

Red Astrachan. Good, hardy, reliable bearer. Fruit large and juicy. Valued as one of the most beautiful early market and dessert apples.

Yellow Transparent. One of the earliest. Vigorous, good bearer; very profitable. Succeeds well on all soils.

Fameuse (Snow). Very popular dessert apple; hardy; deep crimson; snow white flesh.

Gideon. Tree very hardy and healthy, early bearer, good producer. Fruit decidedly attractive, good size, tender and juicy.

Maiden Blush. Vigorous and long lived. Splendid staple variety for home and market. Good sized, yellow apple, with deep crimson blush.

McIntosh Red. Strong, vigorous grower, very hardy. Good tree everywhere; good bearer and good keeper. Large, roundish, red apple; much desired for table use.

Wealthy. Extremely hardy and thrifty tree. Especially favorable for cold regions. Large, showy, red apple; a good keeper and a splendid quality. Highly recommended as best of its season.

Wolf River. Unusually large Russian variety; hardy Wisconsin apple. Quality fair, but a good seller on account of its size and appearance.

Jonathan. Best quality commercial apple of its season. Red; bears young and constantly.

King. Very large, excellent apple. Yellow striped and clouded with red. Great favorite as a commercial apple in some sections.

Northern Spy. Attractive, large, bright red, late winter apple. Good quality, extremely hardy.

Rhode Island Greening. Very juicy, rich in flavor. Excellent cooker, very popular, hardy.

Stark. An unattractive apple in appearance, but a good quality. Dull, greenish yellow; flesh firm, juicy and mild. Good keeper.

Stayman's Winesap. Fine quality and a long keeper. Large red fruit. Hardy, vigorous and widely planted.

Talman Sweet. Best winter sweet apple. Medium size; good for cooking and baking. Yellow, with pink flesh.

Wagener. High quality commercial apple. An early bearer and an ideal "filler." Medium size, bright red apple, fringed with light yellow. Very juicy, high flavor.

Winter Banana. An excellent variety. Tree is strong grower, attaining large size. Very hardy; well adapted to cold climate; profitable.

Baldwin. Staple on the market everywhere. Good eastern variety; very productive. Medium size and a good keeper.

Delicious. A dessert apple of highest quality; famous in Western apple sections. Fruit is large, tree is very hardy; splendid keeper. One of the most popular winter varieties known.

Grimes Golden. The best and most widely planted yellow apple. Highest quality; good keeper.

Hubbardston Nonesuch. Large to very large, roundish oblong; yellowish ground, with stripes and spots of red; flesh yellow, juicy, tender, sweetish and rich. November to January.

CRAB APPLES

Hyslop. One of the best known crabs. Large, deep crimson; very good for jellies and other cooking purposes.

Whitney. A large crab, sometimes classed as a small apple rather than a true crab. Fine for jelly and preserves.

Transcendent. Good grower, and immense bearer. Very good for culinary purposes.



The Best Cherries

The cherry thrives best on a dry, sandy or gravelly soil, and there attains its highest perfection, but will do well in almost any situation, except a wet one, and the trees may readily be trained in any form as taste or circumstances require. The sour varieties are more hardy than the sweet, but they thrive well in all the northern states. They are so hardy that they thrive and bear with almost no care, but respond to good treatment when given them, and should be cultivated until well grown at the least. While they are the great home fruit for the farm and village lot, they have great possibilities as a commercial proposition.

Black Tartarian. Very large, bright pulplish-black; half tender, juicy, very rich and flavor excellent; tree a vigorous grower and producer. June.

Early Richmond. Medium size, dark red, melting and juicy, acid flavor; one of the most valuable and popular of the acid cherries and is unsurpassed for cooking; tree slender grower, exceedingly productive and very hardy; will stand

the most severe weather.

Governor Wood. Large, rich, light yellow with red cheek, juicy and sweet; late June.

Large Montmorency. Large, roundish, red; flesh tender, mildly acid and good quality, larger than Early Richmond and about ten days later; one of the popular sorts; late June.

Schmidt's Bigarreau. A most promising cherry; fruit of immense size, of rich, deep black; flesh dark, tender, very juicy, with a fine flavor; bears abundantly and makes a most noble dish for the table.

Windsor. A splendid, large, liver-colored cherry that hangs a long time and rots but little. The flesh is remarkably firm and good, the tree very hardy and fruitful. Exceedingly valuable for late market and home use. July.

Yellow Spanish. Large, pale yellow with red cheek; flesh firm, juicy and excellent; one of the best light-colored cherries; vigorous and productive; late June.

THE CHOICEST OF PEARS

The home orchard is incomplete without pears and they are a staple and profitable commercial crop in nearly all parts of the country. While pears will live on a variety of soils, they succeed best in a rather hard, clay soil, which rather retards a too rank growth. That pear production is not keeping pace with the demand is the opinion of our leading fruit men, orchardists, and the authorities connected with the Department of Agriculture at the National Capital.

Bartlett. Large size, with a beautiful blush next the sun, buttery, very juicy and highly flavored; tree a strong grower, bears early and abundantly; very popular. August, September.

Clapp's Favorite. A large, fine pear resembling the Bartlett, but without its musky flavor, pale lemon-yellow with brown dots, and fine texture. Melting, buttery, juicy with a delicate flavor. August.

Howell. Large, light waxen yellow, with a fine red cheek; handsome, rich, sweet, melting, perfumed, aromatic flavor. Tree an upright free grower, an early and profuse bearer. Very hardy and valuable. September and October.

Rossney. Ripening at a time when good pears are in demand. Tender, sweet, juicy flesh. Color pale yellow, with crimson blush. In tree it is one of the strongest growers, hardy both in wood and bud and very attractive. Follows Bartlett.

Seckel. Small; rich yellowish-brown; one of the best and highest flavored pears known. Productive. September and October.

Keiffer. This is one of the most popular pears grown; fruit of fine size, rich color and good quality; tree very vigorous and seldom blights; should be picked at maturity and ripened indoors. A very profitable market kind on account of the good ripening and shipping qualities.

A SELECT LIST OF PLUMS

The Plum, like the Pear, succeeds best in a rather heavy soil with some clay, and being generally free from disease is profitable. The finer sorts are excellent dessert fruits, of rich and luscious flavor; for cooking and canning they are unsurpassed.

Grand Duke. Very attractive; large, dark purple. Splendid late shipper.

Gueii. Large, dark. Valuable for cooking and market. September.

Lombard. Medium size, reddish plum with yellow, juicy flesh. Most widely planted plum in America. Succeeds where many other varieties

fail. Ripens last of August.

Monarch. Round, bluish purple; flesh greenish golden. Bears young and gives big crops. October.

Reine Claude (Green Gage). Large, good bearer, excellent quality. Ripens middle of September.

Shropshire Damson. Medium size, dark purple or bluish. Juicy and rich. Favorite for canning.

Bradshaw. Large, handsome, juicy; good quality. August.

Burbank. Exceptionally hardy, adapted to all sections except extreme North. Splendid keeping and shipping qualities. Ripens late in August.

The Most Profitable Peaches

The Peach is unquestionably one of the most popular fruits for orchard culture and no commercial or home orchard is complete without a good assortment of delicious peaches, early, medium, and late varieties.

Admiral Dewey. Hardy, early, yellow freestone. A good producer. July.

Banner. Large and of excellent quality. Tree thrifty, hardy, productive.

Beers Smock. One of the old standard peaches. Very productive, large, juicy and good. Late September.

Carman. A large freestone, resembling Elberta in shape. Tree vigorous and very productive. August to September.

Elberta. Most widely planted commercial variety east of Pacific coast country; grown profitably in all sections. Freestone, large size. Greatest American market peach; ripens when picked green.

Crane's or St. John's. One of the earliest yellow flesh freestone peaches. Large and excellent; desirable for home use and profitable for market. August.

Kalamazoo. Large, yellow, splendid quality; productive, profitable and hardy. September.

Lemon Free. Very large, oblong, yellow. Fine quality and very productive. Late.

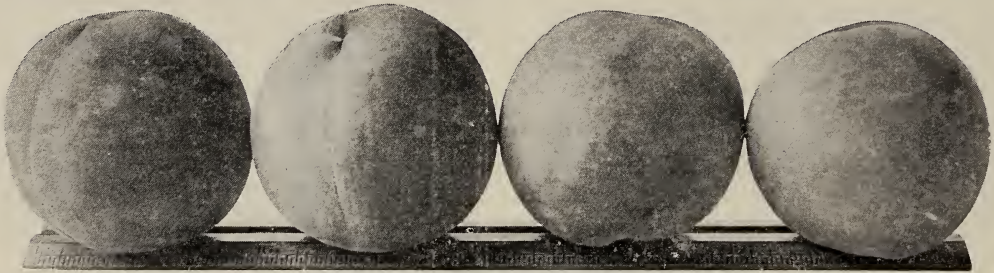
Merriman. Originated near Bangor. Very large, round, good texture and one of the hardiest. Yellow overspread with carmine and a perfect freestone. Season same as Lemon Free. An early and profuse bearer.

New Prolific. Excellent quality, yellow freestone. Very hardy and prolific. Good shipper, good canner. One of the best yellow peaches.

Gold Drop. Large, golden yellow, with red cheek in the sun; flesh yellow, juicy, rich and very good. Tree very hardy, productive. Ripens between Hill's Chili and Smock.

Newcombe Peach. A peach of special merit and popularity. Large, round, yellow, overspread with carmine. Freestone and surpassing any variety where quality and hardness is desired. Season just in advance of Elberta.

Engle's Mammoth. Freestone... Large, attractive, high quality; popular commercial variety, particularly in the north.



NEWCOMBE PEACH

HARDINESS is particularly pronounced. One instance, in a four-year orchard near Fennville, a block of NEWCOMBE Peach Trees, lived through the severe winter of 1917-18, with no apparent injury, and bore fruit the following season, where the Elberta, side by side, of same age, were completely killed by the frosts and had to be pulled.

MAKING GOOD. As introducers, we can recommend this new peach to any orchardist as a safe peach to plant, and is worthy of a large place for garden or commercial use, and it is making good in the different sections of the fruit country where it is being planted.

The Most Delicious Grapes

Concord (Black). Most widely planted and popular standard variety known. Remarkably productive and very hardy. Ripens about the middle of September.

Moore's Early (Black)... Quality better than Concord. Very early, hence profitable market variety.

Delaware (Red). Extra quality for home use. Bunch small, berry firm, very sweet, ripens with Concord or little before.

Niagara (White). Best white variety. Highly recommended for home use; fruit large and very fine quality.

Quinces

Champion. Fruit very large, fair and handsome, surpassing other varieties in this respect; bears abundantly while young; flesh cooks as tender as an apple and without hard spots or cores; flavor delicate, imparting an exquisite quince taste and odor to any fruit with which it is cooked. The most valuable of all.

Orange. Large, roundish; bright golden yellow; cooks tender and is of very excellent flavor. Valuable for preserves or flavoring; very productive; the most popular and extensively cultivated of the old varieties. October.

Gooseberries

Gooseberries are especially adapted to planting between the rows of trees in young orchards. Set plants 4 feet apart in the row with the rows 5 feet apart. Bear two or three years.

Downing. Very prolific; most popular variety of Gooseberry. Extra large and highest quality.

Houghton. Enormously productive and reliable. Fruit medium size, tender and good. Very profitable.

CURRENTS

The current is one of the most reliable of small fruits. They mature just before raspberries and can be used either raw or cooked. Being hardy, they do not winter kill, are easy of cultivation and require little care. They can be grown in any good garden soil. The market is never over supplied. Prune out old wood, and mulch heavily.

Black Champion. Black; quality excellent; strong grower and heavy bearer.

London Market (Red). The best Red Currant. Strong grower; extremely vigorous; large fruit and very productive.

Wilder Red. A very profitable variety; bush upright and hardy. Large red berries of good flavor.

White Grape. The best White Currant grown. Large yellowish-white berries; excellent quality.

Victoria. A splendid variety; ripening two or three weeks later than the others and continuing in fine condition for a long period.

Raspberries

Coming immediately after Strawberries, when there is a dearth of other fresh fruit, Raspberries are equally desirable for planting in the garden for home use and in the field for market.

Cuthbert (The Queen of the Market). Large, conical; deep rich crimson; firm, of excellent quality. A vigorous grower, entirely hardy and immensely productive. I regard it as the best raspberry for general culture.

St. Regis. Introduced two years ago as the most wonderful of all red varieties. Fruit ripens with the earliest and continues on the young canes during the season. Berries are large, very sweet, and of fine raspberry flavor. It is wonderfully prolific and a good shipper. The canes are stocky and of good growth with an abundance of dark green foliage. It succeeds well in all soils; is absolutely hardy. No one who wants Raspberries will ever regret planting the St. Regis.

Cumberland (Black). This new berry is a very valuable acquisition, with its greatly superior size it combines the equally valuable characteristics of great firmness, splendid quality and wonderful productiveness. The plants are entirely hardy, very vigorous and healthy, and seem entirely unaffected by either Anthracnose or "yellow blight." In season of ripening it follows Palmer and Souhegan, and precedes Gregg a short time, making it a mid-season variety.

Gregg. Of good size, fine quality, very productive and hardy. It takes the same position among black caps as Cuthbert among the red sorts. No one can afford to be without it.

BLACKBERRIES

Should be planted for garden use in rows six feet apart, with plants four feet apart in the rows; for market, in rows eight feet apart, with plants three feet apart in the rows. Give the plants the same cultivation as Raspberries.

Blower. Originated in the celebrated fruit belt of Chautauqua County, N. Y., where it has been thoroughly tested for several seasons. Claimed to be the hardiest, most productive, the finest quality and to bring on the market the highest price of all Blackberries. Has produced 2,694 berries on one bush, 2,720 quarts on $\frac{1}{3}$ acre. Large size, jet black, good shipper, best quality, unexcelled productiveness are the main characteristics of this splendid sort.

Eldorado. Vine vigorous and hardy; berries very large, black, borne in clusters; ripen well together; sweet, melting, pleasing to the taste.

Mercereau. Remarkably strong grower, upright, claimed to be one of the hardiest Blackberries, standing uninjured 20 degrees below zero without protection. An enormous producer of extra size berries which are brilliant black; extra quality; sweet, rich and melting, without core. Unsurpassed as shipper and keeper. Its season is early to midsummer.



STRAWBERRIES

Strawberries are the fruit for big profits on small space. The idea of profit from Strawberries deserves attention from every farmer and home owner in every state in the union. Lots of people learn about it by starting a little bed to supply berries for home use, while others grow them to sell from the beginning. The first mentioned get finer berries for their table than they ever had before, and both find out what a big demand there is for Strawberries, and how easy it is to make money in growing them. They will do well in any ordinary farm or garden soil, the richer the better. The ground should be well prepared and mellow.

We list only a few of the best and hardiest varieties, suitable for home or market use, named as to time of ripening.

Pokomoke—Senator Dunlap—Brandywine—World Wonder—Fred Crampton—Gibson—Chas. First, etc.

We can also recommend the Norwood as an especially fine new sort for home use, extra large and of fine flavor.

We also list three of the best of the fall-bearing varieties. Keep the fruit stems picked off of these plants until about the first of July and you will have fine ripe Strawberries from about August 15th until frosts take them.

ASPARAGUS

This vegetable should be in every home garden. It comes in the early spring, when it is highly appreciated. It can be cut for six weeks to two months and then the shoots should be allowed to grow and form tops. Bed lasts for years and surplus always brings a good price.

Conover's Colossal. A mammoth variety; very rapid grower; productive. Tips of finest quality.

RHUBARB, OR PIE PLANT

This plant affords the earliest material in the spring for pies and tarts. Will grow in any good garden soil. A profitable market crop because it comes at a time when fresh, green things are in demand.

Linnaeus. Medium size, early and tender.

Giant. Very early, vigorous grower and of fine quality. Best for canning.

MULBERRIES

The Mulberry is valuable as an ornamental shade tree and the fruit is quite popular in some sections. It is especially valuable in poultry parks, as the fruit ripens by degrees and affords them a continued supply for some weeks.

Downing. Highly ornamental for street or lawn, bearing an abundance of large, black, sub-acid fruit. Its long bearing season makes it a universal favorite wherever grown.

New American. Equal to Downing in all respects and a much hardier tree. It bears fruits of the finest size and flavor from mid-July until autumn.

Tea's Weeping. Valuable hardy tree for lawn or garden. Perfect umbrella shaped head with long slender branches drooping to the ground. Adapted to all climates and locations.

NUT TREES

American Sweet Chestnut. The nuts of this tree form quite an item in our commerce. Although smaller than some other sorts they are sweeter and more delicately flavored. This Chestnut is also a grand timber and ornamental shade tree.

American Black Walnut. Large, oily nuts, borne in heavy crops. They are much relished by children, and always marketable at fair price. The tree grows quite fast; its dark, rich wood is exceedingly valuable.

VARIETIES NOT LISTED

In placing this booklet before you space forbids the listing of all varieties of stock that we can furnish. We will gladly give you special quotations on anything in our line that you may wish to plant—whether listed or not.

We Sell
Swift's Fertilizers

"It pays to use them"



We especially recommend

| | |
|---------------------------------|------------------------|
| Bone Meal | 2 $\frac{1}{4}$ - 29-0 |
| Acid Phosphate | 16per cent |
| Bone Phosphate | 1-12-0 |
| Champion Wheat & Corn Grower .. | 2-12-2 |

We will furnish recommendations for your soil and fill all requirements promptly.

See us today, or write.

We Sell

Clovers:-

Alfalfa
Alsyke
Crimson
Medium
Mammoth
Sweet
&
Timothy



Buckwheat
Millet
Soy Beans
Sudan Grass
Rape
Vetches
Sun flower
Orchard Grass
etc.

Field Seeds

THE farmer looks with pride on his fields of newly sown PINE TREE BRAND of Seeds because they promise him clean crops in the future. Results have confirmed his judgment that PINE TREE BRAND — an EXTRA Recleaned and Pure seed — is really the cheapest; the most economical seed for him to buy. Hence he wants no other. He is satisfied. The brand is his guarantee, viz., Quality always the same.

